

With **UNITED**  **ARTISTS**

AROUND THE WORLD

KEEPING SALES OFFICES ALL OVER THE WORLD IN TOUCH WITH UNITED ARTISTS ACTIVITIES

Vol. 1

No. 15

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UP AND AD 'EM!

The other day we saw a bunch of newspaper clippings one of our foreign offices had sent in. Among them were several independent theatre ads, featuring United Artists pictures, ranging in size from one-column to full pages.

Strangely enough, the small ads were uniformly good - attractive, readable, putting their message over in punchy style. The full page ads, on the other hand, were generally pretty bad.

They were, for the most part, a jumbled mass of illustrations and copy. Practically every inch of white space was covered. (Evidently this advertiser wanted to get his money's worth!) And his attempt to emphasize every item of his show had resulted in an odd assortment of bold face types, which gave the ads a messy and uninviting appearance.

Now this second exhibitor broke two of the cardinal commandments of showmanship. In the first place, he used a full page ad when a smaller size would have done as well. Secondly, having bought a lot of space, he proceeded to fill it indiscriminately, forgetting - or perhaps he didn't know - that white space, intelligently used, is one of the important aids in successful newspaper advertising.

We call this "horrible example" to your attention as a warning. In these days of rigid economy, when the advertising dollar must be made to yield full value, it should be remembered that the size of the space doesn't matter - it's what you put into it that counts!

Furthermore, bear in mind that the value of the newspaper to the reader is its news. Correspondingly, the essence of a good newspaper advertisement should be its news value. It should be timely, up to the minute. Above all, it should follow the fundamental principles for a good newspaper advertisement - that the reader must "see it, read it, understand it, believe it, want it".

GET HOT!

"If every man, woman and child in the great city of London shouted at the top of their lungs for two full minutes, the energy expended would only be enough to heat one cup of tea" - announces a famous English scientist.

Doesn't that prove that actions speak louder than words?

MR. KELLY, BACK FROM EUROPE,

LAUDS FOREIGN LEGION

Arthur W. Kelly, vice-president and treasurer of United Artists, and general manager of the foreign department, returned to New York on March 29, after having spent three and a half months in a survey of the company's European activities. During his stay abroad, Mr. Kelly obtained first-hand knowledge of the extensive plans launched by British and Dominions to produce the pictures U.A. will distribute throughout the world.

Among the foreign executives who conferred with Mr. Kelly was H.A. O'Connor, general manager in India, who journeyed to London for that purpose. The rapid expansion of the company's business in that territory necessitated the opening of a third office in Lahore, and the switching of the home office from Calcutta to Bombay. Mr. O'Connor will make his headquarters hereafter in Bombay, and Syd Lewis takes over the Calcutta branch.

According to Mr. Kelly, the current world-wide success of "The Kid From Spain" and kindred films proves two things - that people enjoy musical films, and that they want to see the brighter side of life when they go to a picture theatre. Films that bring romance and laughter into their lives, if only for an hour, are the ones they flock to see. Of Mickey Mouse, Mr. Kelly was voluble in his praise. Mickey, he explained, not only makes the whole world happy but the whole world kin. In other words, Mickey is not only comic but cosmic! As for the Silly Symphonies, Europe has whole-heartedly endorsed America's verdict that these cartoons in color achieve new peaks in art and entertainment value. They are the outstanding sensation in London, Paris and other Continental capitals.

Mr. Kelly paid a sincere tribute to our foreign legionnaires to whose energy and efficiency he attributes the dominating position United Artists occupies in the European show world. "Our company," he emphasized, "has every reason to feel proud of its manpower across the big pond. They are as loyal, enthusiastic and hard-working a group of men and women as you will find anywhere in the world."

MANNIE SILVERSTONE A PANAMANIAC!

When he lived in New York, he was a New Yorker. Now that he's in Panama, he is obviously a Panamaniac - or is it Panamanian? At any rate, this is a belated announcement that Mannie Silverstone, who was formerly a member of the foreign sales department at Home Office, is now assistant to Harold Sugarman, in charge of the Cristobal, Canal Zone office. Congratulations on your appointment, Mannie, and remember the old adage: A rolling Silverstone gathers no mothballs!

CECIL MARKS SUCCEEDS RALPH DOYLE

AS MANAGING DIRECTOR IN AUSTRALIA

Announcement that Cecil Marks, general sales manager in Australia, has been appointed to the post of managing director, succeeding Ralph Doyle, resigned, was made by Mr. Kelly on his return from Europe. Mr. Doyle severed an eleven-year association with United Artists to assume executive control of a new company in which he is financially interested.

In appointing Mr. Marks to this responsible position, Mr. Kelly not only recognized special competence, but emphasized the time-honored company policy of promoting from the ranks. Mr. Marks joined U.A. as manager of the Melbourne office, and his success in that branch led to his promotion as general sales manager. In November 1930, he was sent to Japan to open a United Artists office in Tokyo. Within six months time the Japanese organization under his direction was operating so smoothly that it was possible for him to turn the office over to a successor, and resume his duties in Australia.

We heartily congratulate Mr. Marks and wish him a full measure of success as the guiding head in Australasia, one of the most important territories, from a revenue standpoint, in our foreign family. His career is a shining example of the opportunities that United Artists offers every man of ability and industry.

EXHIBITOR FLYING TO VISIT DISTRIBUTOR

PARALLELS "MAN BITES DOG" NEWS STORY

The famous newspaper dictum, "when a man bites a dog, that's news," has its cinematic parallel: when an exhibitor rushes to buy product from a distributor, that's news! And when the exhibitor, in his eagerness to get the pictures, charts a plane to visit the distributor, that's a miracle!

Believe it or not, that's what actually happened in Manager Max Baker's territory - the Straits Settlements. Mr. Ong Ee Lim, general manager of the Prince and Coliseum theatres flew from Kuala Lumpur to Singapore to sign up for United Artists product. Since there is no established airway transport service in Malaya, Mr. Lim had to borrow a plane from the local Flying Club to make his trip. Local newspapers played up the story, pointing out that he was the first exhibitor in Malaya to use this means of transportation for business purposes.

In commenting on this incident in his letter, Mr. Baker said: "This is unique in the annals of the cinema business in this part of the world." My dear Mr. Baker: it is unique in the annals of the cinema business in any part of the world!

ARGENTINA SCORES SCOOP ON
PUZZLE CONTEST - CUBA SECOND

Scoring a scoop not only on the other foreign territories but on the United States as well, Guy Morgan, general manager in Argentina, is the first to announce a local tieup on the Mickey Mouse Puzzle Contest. Under date of March 3, he wrote:

"We have made arrangements with 'Critica', one of the principal afternoon newspapers in Buenos Aires, that boasts a daily circulation of 200,000 and 300,000 on Sundays, to run the Mickey Mouse Contest. The only changes we are making in it are that instead of running it on a 12-day basis, with the preliminary notices, we intend to do it on a 24-day basis, publishing only one Mickey Mouse cutout per day. Incidentally, one of the judges of this contest is going to be the director of the Academy of Fine Arts, and in this way we will lead up to the award that this society will eventually give to Walt Disney, as the creator of Mickey Mouse and Silly Symphonies."

Mr. Morgan's change in the regular campaign is one that we enthusiastically endorse because it means extending the contest two weeks and gathering twice as much publicity. Bravo, Mr. Morgan!

Close on the heels of Argentina's announcement came one from Cuba, via Manager Henry Weiner, that "Filmopolis," popular weekly fan magazine, will run the contest in his territory. We confidently expect that within the next few months, the contest will be planted in every key city in South America, judging from advance reports that we have received.

A GOLDWYN BIBLE STORY!

This actually happened in Fond du Lac, Wisconsin. A youngster happened along before the paste was dry on a billboard advertisement of "The Kid From Spain", and ripped off the bottom strip, thereby exposing part of a religious poster which had previously been pasted there. The result was:

Samuel Goldwyn's Production

of

The Kid From Spain

Ask Your Sunday School Teacher

To Tell You The Story

COLMAN AWARDED BRITISH GOLD MEDAL!

The annual gold medal awarded by "Picturegoer," British fan magazine, to the actor whose performance is the best of the year, was voted to Ronald Colman for his work in "Arrowsmith" during 1932. Colman received 21 per cent of the 26,000 votes cast by the readers of this publication. ✓

POEM STUNT HELPS "CYNARA"

In Washington, D.C., local publicity man used the "Cynara" poem to exploit the showing of the picture. The stunt was an offer of free admission to every man, woman or child who would recite Ernest Dowson's poem letter-perfect. Manager of the theatre, armed with a copy of the verses, heard the recitation and passed judgment. Several hundred tried, but only one was successful - a fact which was commented upon by the newspapers which devoted plenty of space to the stunt. Here is the correct version of the poem:

CYNARA

by Ernest Dowson

Last night, ah, yesternight, betwixt her lips and mine
There fell thy shadow, Cynara! thy breath was shed
Upon my soul between the kisses and the wine;
And I was desolate and sick of an old passion,
Yea, I was desolate and bowed my head:
I have been faithful to thee, Cynara! in my fashion.

All night upon mine heart I felt her warm heart beat,
Night-long within mine arms in love and sleep she lay;
Surely the kisses of her bought red mouth were sweet;
But I was desolate and sick of an old passion,
When I awoke and found the dawn was gray:
I have been faithful to thee, Cynara! in my fashion.

I have forgot much, Cynara! gone with the wind,
Flung roses, roses riotously with the throng,
Dancing, to put thy pale, lost lilies out of mind;
But I was desolate and sick of an old passion,
Yea, all the time, because the dance was long:
I have been faithful to thee, Cynara! in my fashion.

I cried for madder music and for stronger wine,
But when the feast is finished and the lamps expire,
Then falls thy shadow, Cynara! the night is thine;
And I am desolate and sick of an old passion,
Yea, hungry for the lips of my desire:
I have been faithful to thee, Cynara! in my fashion.

KING OF SIAM IS U.A. FAN

Another king has fallen into line in praise of a United Artists picture, only this time the picture doesn't happen to be a Mickey Mouse or a Silly Symphony. "White Zombie" was shown at a command performance to King Prajadipok, in Bangkok, Siam. His Majesty liked it so much that he wrote our manager in Singapore, Max Baker, a letter of appreciation.

INDIA SPEAKS!

In exploitation, as in food, "one man's meat is another man's poison." What is O.K. in one territory is N.G. in another. This has been pointedly brought home to us in a letter just received from our Calcutta office in India, from which we quote the following excerpt:

"It is rather hopeless to coax exhibitors out here to put on special stunts and any sort of a parade is prohibited by the police. We would love to use the banner on the cow as suggested (in the pressbook) for 'The Kid From Spain', and there are plenty of cows and bulls roaming the main streets of Calcutta and sitting on the steps of the leading banks. I saw one in a theatre lobby one day, sheltering from the rain! But the cow is a sacred animal here and the Hindus would be sure to resent taking such liberties. A herd of 86 cows passes the office during the lunch hour every day, followed by a flock of about 100 goats."

BELGIUM HONORS JEANETTE MACDONALD

Jeanette MacDonald, who is making a triumphal concert tour of European capitals prior to starting work with Herbert Marshall on "The Queen" for British and Dominions, has been decorated in Belgium, according to cable advices from Brussels. The American stage and screen star was awarded the Order of the Belgian Griffon by the City of Brussels following her premiere at the Alhambra Theatre in that city. Lieut. Gen. Biebuyck, aide-de-camp to His Majesty, King Albert, represented the king at the presentation, which was attended by the royal entourage.

After her Parisian success, which broke all attendance records at the Rex Theatre, the titian-haired star was accorded a gala reception upon her arrival in Brussels. Burgomaster Max, of world-war fame, led the festivities, which tied up traffic for two hours. As soon as she completes her Continental tour, Miss MacDonald will hasten to London, where work will be started on her new picture, which United Artists will release.

SILLY SYMPHONY SETS WORLD RECORD!

What is undoubtedly the greatest record ever hung up by a short feature is being registered by "Flowers and Trees," the first Silly Symphony in color, which is now in its 28th consecutive week in the West End of London. The Disney featurette had its London opening at the Tivoli Theatre September 24. It remained there four weeks, and then moved to the New Gallery for three. Then followed five weeks at the Marble Arch, and since then it has played successively at the Coliseum, Capitol, Dominion, Astoria, Kingsway, Tatler, Shaftesbury, Piccadilly, Rialto and Cameo. It is now playing the Plaza, the largest theatre in that section, and there's no telling where it will go from there - the end is not yet in sight! What a magnificent testimonial to the entertainment value of this short - a short in footage only!

A DISNEY "MASQUERADER"

Mickey Mouse was recently thrown off his stride by news from Edmonton, England, that Walt Disney had been knocked out in a prize fight. Even after it had been explained that the victim was, as Samuel Goldwyn would put it, a "Masquerader," Mickey was still too disturbed to work. According to the newspaper account, Disney, a welterweight fighter, was socked so hard in the last round of a 15-round bout that he was out three minutes. It is believed that the birdies he listened to came from a Silly Symphony!

STUDIO SNAPSHOTS

Stuart Erwin has been signed to portray the title character in "Joe Palooka," the comedy built around the adventures of a dumb prizefighter and his manager, which was adapted from Ham Fisher's newspaper comic strip. As previously announced, Jimmy ("Schnozzle") Durante will handle the managerial part. Of course, there is a girl mixed up in the hilarity, but as yet the principal feminine role has not been cast.

You have already been informed that United Artists will not distribute "India Speaks," the picture produced by Walter Futter, starring Richard Halliburton. Please discontinue all further publicity on this production.

Inspired by the Max Miller best seller of the same name, Johnnie Green, composer, has written a song called "I Cover the Water-front," sheet music and records of which will be used to exploit the picture.

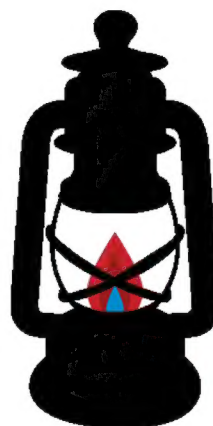
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